

ORDER



Orders	Order / Rev:	106698		
	Alt Order #:	06853055		
	Product Desc:	BERKLEY FOR SENATE		
	Estimate:	30S		
	Flight Dates:	09/18/12 - 09/24/12	Primary AE:	Amy McCreary
	Original Date / Rev:	09/17/12 / 10/02/12	Sales Office:	BLPHI
	Order Type:	GENERAL	Sales Region:	National
Agency	Name:	Shorr Johnson Magnus		
	Buying Contact:			
	Billing Contact:			
	1831 Chestnut St.	Billing Type:	Cash	
	Philadelphia, PA 19103	Billing Calendar:	Broadcast	
		Billing Cycle:	EOM/EOC	
		Agency Commission:	15%	
Advertiser	Name:	Berkley, Shelley for Senate		
	Demographic:	A35+		
	Product Codes:	PLC01		
	Priority:	SELECT PRIORITY CODE		
	Revenue Codes:	POLITICAL/AGY, PCAN, GEN		

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount	Totals	Month	# Spots	Gross Amount	Net Amount	Rating
08/27/12	09/24/12	92	\$46,335.00	\$39,384.75	September 2012	92	\$46,335.00	\$39,384.75	0.00	
					Totals	92	\$46,335.00	\$39,384.75	0.00	

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share	Share	Total
KSNV	31%	\$46,335.00
Market	100%	\$149,467.74

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	19%	\$28,398.87
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	24%	\$35,872.26
KTUD	0%	\$0.00
KVVU	24%	\$35,872.26
KVWB	0%	\$0.00
LV1	2%	\$2,989.35
UNKWN	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	09/18/12	09/21/12	M-F 5-6a WakeUp w/Wagners	5-6a		-TWTF--	:30	8	\$185.00	2	0.00	NM	3	\$555.00

WAKE UP WAGNERS 2/DAY

Start Date	End Date	Weekdays	Spots/Week	Rate	Rating
Week: 09/17/12	09/23/12	-TWTF--	8	\$185.00	0.00

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E 22	KSNV	09/18/12	09/21/12	M-F Jeopardy M-F Jeopardy	CM	630-7pm	- TWTF--	:30	8	\$725.00	2	0.00	NM	4	\$2,900.00
JEOP/WHEEL 2/DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rating</u>						
Week: 09/17/12 - 09/23/12 - TWTF--															
Spot	Ch	Date Range	Description			Start/End Time									
2	KSNV	09/17/12-09/23/12	M-F Jeopardy			630-7pm									
<i>Unresolved</i> [.NOT AVAILABLE RATE] NOT AVAILABLE RATE															
4	KSNV	09/17/12-09/23/12	M-F Jeopardy			630-7pm									
<i>Unresolved</i> [N/A BUMP POLITICAL] N/A BUMP POLITICAL															
5	KSNV	09/17/12-09/23/12	M-F Jeopardy			630-7pm									
<i>Unresolved</i> [N/A BUMP POLITICAL] N/A BUMP POLITICAL															
8	KSNV	09/17/12-09/23/12	M-F Jeopardy			630-7pm									
<i>Unresolved</i> [.NOT AVAILABLE RATE] NOT AVAILABLE RATE															
E 23	KSNV	09/24/12	09/24/12	M-F Jeopardy M-F Jeopardy	CM	630-7pm	M-----	:30	2	\$725.00	2	0.00	NM	2	\$1,450.00
JEOP/WHEEL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rating</u>						
Week: 09/24/12 - 09/30/12 M-----															
E 24	KSNV	09/18/12	09/21/12	Face to Face/Ralston Rep Face to Face w/ J.Ralston	CM	730-758pm	- TWTF--	:30	4	\$400.00	2	0.00	NM	4	\$1,600.00
FACE TO FACE 1/DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rating</u>						
Week: 09/17/12 - 09/23/12 - TWTF--															
E 25	KSNV	09/24/12	09/24/12	FacetoFace/Ralston Rep Face to Face w/ J.Ralston	CM	730-758pm	M-----	:30	1	\$400.00	2	0.00	NM	1	\$400.00
FACE TO FACE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rating</u>						
Week: 09/24/12 - 09/30/12 M-----															
E 26	KSNV	09/22/12	09/22/12	Wknd Jeopardy SAT/Jeopardy	CM	630-7pm	-----S-	:30	2	\$350.00	2	0.00	NM	0	\$0.00
JEOP/WHEEL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rating</u>						
Week: 09/17/12 - 09/23/12 -----S-															
Spot	Ch	Date Range	Description			Start/End Time									
1	KSNV	09/17/12-09/23/12	Wknd Jeopardy			630-7pm									
<i>Unresolved</i> [PGM CHG = JEOPARDY OR WHEEL IN PRIME]															
2	KSNV	09/17/12-09/23/12	Wknd Jeopardy			630-7pm									
<i>Unresolved</i> [PGM CHG = JEOPARDY OR WHEEL IN PRIME]															
E 27	KSNV	09/24/12	09/24/12	Mon PR 9-10p Monday Prime 9-10pm	CM	9-10pm	M-----	:30	1	\$2,400.00	2	0.00	NM	0	\$0.00
VOICE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rating</u>						
Week: 09/24/12 - 09/30/12 M-----															
Spot	Ch	Date Range	Description			Start/End Time									
1	KSNV	09/24/12-09/30/12	Mon PR 9-10p			9-10pm									
<i>Unresolved</i> [PGM CHG = MON 8-10PM THE VOICE]															
E 28	KSNV	09/18/12	09/18/12	Tues PR 10-11p Tuesday Prime 10-11pm	CM	10-11pm	- T-----	:30	1	\$2,100.00	2	0.00	NM	1	\$2,100.00
PARENTHOOD															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rating</u>						
Week: 09/17/12 - 09/23/12 -T-----															
E 29	KSNV	09/21/12	09/21/12	Fri PR 9-10p Friday Prime 9-10pm	CM	9-10pm	----F--	:30	1	\$1,700.00	2	0.00	NM	1	\$1,700.00

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GRIMM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	-----F--		1	\$1,700.00			0.00					
E 30	KSNV	09/23/12	09/23/12	News 3 Live in Prime	CM	7-10pm	-----S	:30	1	\$900.00	2	0.00	NM	1	\$900.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	-----S		1	\$900.00			0.00					
E 31	KSNV	09/18/12	09/21/12	M-F News 3 at Eleven	CM	11pm-1135pm	-TWTF--	:30	4	\$750.00	2	0.00	NM	4	\$3,000.00
NEWS 11 1/DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	-TWTF--		4	\$750.00			0.00					
E 32	KSNV	09/24/12	09/24/12	M-F News 3 at Eleven	CM	11pm-1135pm	M-----	:30	1	\$750.00	2	0.00	NM	1	\$750.00
NEWS 11															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	M-----		1	\$750.00			0.00					
E 33	KSNV	09/18/12	09/21/12	The Tonight Show	CM	1135p-1237a	-TWTF--	:30	8	\$250.00	2	0.00	NM	5	\$1,250.00
TONIGHT 2/DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	-TWTF--		8	\$250.00			0.00					
Spot	Ch	Date Range	Description			Start/End Time				Weekdays	Length	Rate	Rtg	Type	
4	KSNV	09/17/12-09/23/12	The Tonight Show			1135p-1237a				-TWThF----	:30	(\$250.00)	0.00	NM	
Unresolved [N/A BUMP POLITICAL] N/A BUMP POLITICAL															
6	KSNV	09/17/12-09/23/12	The Tonight Show			1135p-1237a				-TWThF----	:30	(\$250.00)	0.00	NM	
Unresolved [.NOT AVAILABLE RATE] NOT AVAILABLE RATE															
7	KSNV	09/17/12-09/23/12	The Tonight Show			1135p-1237a				-TWThF----	:30	(\$250.00)	0.00	NM	
Unresolved [.NOT AVAILABLE RATE] NOT AVAILABLE RATE															
E 34	KSNV	09/24/12	09/24/12	The Tonight Show	CM	1135p-1237a	M-----	:30	2	\$250.00	2	0.00	NM	2	\$500.00
TONIGHT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	M-----		2	\$250.00			0.00					
E 35	KSNV	09/22/12	09/23/12	Sa-Su News 3 at Eleven	CM	11pm-1135pm	-----SS	:30	2	\$750.00	2	0.00	NM	1	\$750.00
NEWS11 1/DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	-----SS		2	\$750.00			0.00					
Spot	Ch	Date Range	Description			Start/End Time				Weekdays	Length	Rate	Rtg	Type	
2	KSNV	09/17/12-09/23/12	Sa-Su News 3 at Eleven			11pm-1135pm				-----SaSu	:30	(\$750.00)	0.00	NM	
Unresolved [.NOT AVAILABLE RATE] NOT AVAILABLE RATE															
E 36	KSNV	09/22/12	09/22/12	News 3 Sunrise - SATURDAY	CM	6a-7a	-----S-	:30	1	\$150.00	2	0.00	NM	0	\$0.00
NEWS SUNRISE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	-----S-		1	\$150.00			0.00					
Spot	Ch	Date Range	Description			Start/End Time				Weekdays	Length	Rate	Rtg	Type	
1	KSNV	09/17/12-09/23/12	News 3 Sunrise - SATURDAY			6a-7a				-----Sa--	:30	(\$150.00)	0.00	NM	
Unresolved [.NOT AVAILABLE RATE] NOT AVAILABLE RATE															
E 37	KSNV	09/22/12	09/22/12	Saturday Today	CM	7a-9am	-----S-	:30	2	\$325.00	2	0.00	NM	2	\$650.00
SAT TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	-----S-		2	\$325.00			0.00					

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E 38	KSNV	09/22/12	09/22/12	News 3 Today - SATUR	DOM		9am-930am	-----S-	:30	1	\$275.00	2	0.00	NM	1	\$275.00
NEWS TODAY																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
		Week: 09/17/12	09/23/12	-----S-		1	\$275.00	0.00								
E 39	KSNV	09/23/12	09/23/12	News 3 Sunrise - SUND	AM		6a-7a	-----S	:30	1	\$185.00	2	0.00	NM	1	\$185.00
NEWS SUNRISE																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
		Week: 09/17/12	09/23/12	-----S		1	\$185.00	0.00								
E 40	KSNV	09/23/12	09/23/12	Sunday Today		CM	7a-8am	-----S	:30	1	\$325.00	2	0.00	NM	0	\$0.00
SUN TODAY																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
		Week: 09/17/12	09/23/12	-----S		1	\$325.00	0.00								
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>				<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>		
	1	KSNV	09/17/12-09/23/12	Sunday Today		7a-8am				-----Su	:30	(\$325.00)	0.00	NM		
<i>Unresolved</i>																
[.NOT AVAILABLE RATE] NOT AVAILABLE RATE																
												Totals			92	\$46,335.00